

Message Text

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POUCHED AS INFO TO ALL CONSULATES IN CANADA

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SUBJ: FAULKNER AND CULTURAL POLICY

1. BEGIN SUMMARY. SECRETARY OF STATE FAULKNER HAS ANNOUNCED INTENT TO LAUNCH NEW INITIATIVES RE FILM AND PUBLISHING INDUSTRIES AND WOULD WELCOME CONSULTATIONS WITH U.S. I RECOMMEND HIS INVITATION BE ACCEPTED AND WE COMMENCE DISCUSSIONS WITH U.S. COMMERCIAL INTERESTS IN THESE AREAS TO IDENTIFY SPECIFIC PRESSURES THEY ARE ENCOUNTERING FROM GOC. END SUMMARY.

2. SECRETARY OF STATE HUGH FAULKNER IN MAY 12 ADDRESS AT WINNIPEG STRESSED IMPORTANCE OF GOC PROVIDING ADEQUATE ECONOMIC UNDERPINNINGS TO SUPPORT CANADIAN CULTURAL EXPRESSION IN SPITE OF GENERAL INDIFFERENCE OF CANADIAN PUBLIC TO SUCH EFFORTS. HE NOTED THE OVERWHELMING U.S. DOMINANCE IN SUPPLY TEXTBOOKS, LIBRARY MATERIALS, EDUCATIONAL FILMS, TV PROGRAMS, GENERAL BOOKS, PAPERBACKS, MAGAZINES AND FEATURE FILMS WHICH IS INHIBITING THE ABILITY OF CANADIAN PRODUCERS TO FIND THEIR ROLE AND THUS RESTRICTING CULTURAL SELF-EXPRESSION. "... WE HAVE ALLOWED THE MARKET FORCES TO PREVAIL OVER

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OTHER CONSIDERATIONS, AND THE MARKET FORCES HAVE BROUGHT

US VERY NEAR DISASTER."

3. IN COURSE OF SPEECH FAULKNER CHIDED STRONGLY THE CANADIAN PUBLIC FOR ITS WIDE ACCEPTANCE OF TIME AND READER'S DIGEST ARGUMENTS AGAINST BILL C-58. HE WAS BITTER ABOUT THE MISINFORMATION AND MISUNDERSTANDING OF THE ISSUES, AS WELL AS THE ACCUSATIONS OF CENSORSHIP THAT FOLLOWED THE INTRODUCTION OF THE BILL. BUT "...MOST DISTURBING OF ALL TO ME (WAS) A VERY WIDELY AND I THINK HONESTLY EXPRESSED OPINION THAT PEOPLE WANTED TO READ ABOUT THE UNITED STATES, NOT ABOUT CANADA, OR AT LEAST THEY WANTED TO READ FIRST AND MOST ABOUT THE UNITED STATES. VAINLY I EXPLAINED THAT PEOPLE COULD STILL READ ALL THEY LIKED ABOUT THE UNITED STATES, THAT TIME AND READER'S DIGEST WOULD STILL BE THERE, THAT THE GOVERNMENT'S PURPOSE WAS ONLY TO OPEN THE POSSIBILITY OF READING ABOUT CANADIAN AFFAIRS TOO, PERHAPS IN MORE THAN ONE MAGAZINE AND PERHAPS MORE OFTEN THAN ONCE A MONTH. THE APPREHENSION REMAINED, DESPITE OUR BEST EFFORTS."

4. FAULKNER DELIBERATELY NOTED THAT THESE REACTIONS CAME FROM CANADIANS NOT FROM AMERICANS, AMONG WHOM HE FOUND A SUBSTANTIAL MEASURE OF UNDERSTANDING FOR WHAT HE WAS TRYING TO ACCOMPLISH THROUGH THE BILL. "AND AT OR NEAR THE END OF THE EXPERIMENT WHICH BILL C-58 WAS, I AM LEFT WITH A QUESTION BUT NO CLEAR ANSWER. THE QUESTION IS, DO CANADIANS WANT TO EMBARK ON THIS HIGH ADVENTURE OF ACQUIRING SELF-KNOWLEDGE OR DO THEY WANT TO CONTINUE THE COMFORTABLE DRAFT TOWARDS CULTURAL OBLIVION? I HONESTLY DO NOT KNOW THE ANSWER."

5. NOT DAUNTED BY THIS EXPERIENCE FAULKNER CONCLUDED BY ANNOUNCING THAT IN THE FALL OF 1976 HE WOULD BE MAKING NEW PROPOSALS TO THE CABINET ABOUT THE CANADIAN FILM INDUSTRY AND THE GOVERNMENTS' ROLE THEREIN. HE ALSO HINTED AT NEW EFFORTS TO PROVIDE GOVERNMENT SUPPORT FOR CANADIAN WRITERS, PUBLISHERS AND BOOKSELLERS. NO DETAILS WERE GIVEN.

6. COMMENT: IN PRIVATE CONVERSATION AFTER HIS ADDRESS,
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FAULKNER TOLD ME HIS NEW MOVES IN THE CULTURAL INDUSTRIES SHOULD HAVE "LITTLE OR NO" IMPACT ON U.S. INTERESTS, BUT HE WOULD WELCOME CONSULTATIONS ON THE SUBJECT THIS SUMMER, IF THE USG WISHED THEM.

7. I RECOMMEND THAT THE USG TAKE UP THIS INVITATION AND THAT STATE AND COMMERCE COMMENCE, WITHIN NEXT THIRTY DAYS, INDUSTRY DISCUSSIONS WITH U.S. FILM INDUSTRY AND WITH

PUBLISHERS (GENERAL, TEXTBOOK, PAPERBACK, AND SPECIALIZED PERIODICAL) WITH A VIEW TO IDENTIFYING AS PRECISELY AS POSSIBLE THE SPECIFIC PROBLEMS THEY ARE ENCOUNTERING AS A RESULT OF CANADIAN NATIONALIST PRESSURES. U.S. PUBLISHING WHOLESALE AND DISTRIBUTOR FIRMS (SUCH AS AMERICAN NEWS CO.) SHOULD BE INCLUDED.

8. BY WAY OF EXAMPLE, I REFER TO THE RECENT GOC DECISION TO DISALLOW SIMON AND SHUSTER TAKEOVER (SEE OTTAWA 1950) AND THE OPERATIONS OF THE ONTARIO LEGISLATION CITED IN OUR REPORT THEREON. IN DISCUSSIONS WITH U.S. INDUSTRY, ATTENTION SHOULD BE PAID NOT ONLY TO FEDERAL BUT ALSO TO PROVINCIAL POLICIES AND REGULATIONS, ESPECIALLY IN THE SCHOOL TEXTBOOK AREA WHERE U.S. SUBSIDIARIES HAVE HISTORICALLY PLAYED A MAJOR ROLE AND WHICH IS PROBABLY BEING ERODED BY LOCAL AND PROVINCIAL CANADIAN CONTENT REQUIREMENTS. UNDER THE CANADIAN CONSTITUTION, EDUCATION IS A PROVINCIAL RESPONSIBILITY. ONTARIO APPEARS PARTICULARLY VIGOROUS IN DEVELOPMENT OF UNIQUE REQUIREMENTS AND ENCOURAGEMENT OF CANADIAN FIRMS TO SUPPLY THE MARKET. MATERIALS DEVELOPED FOR ONTARIO--WHICH HAS THE LARGEST SCHOOL POPULATION--OBTAIN ACCESS TO THE OTHER ENGLISH SPEAKING PROVINCES. GIVEN THE ROLE OF THE PROVINCES IN SOME OF THESE AREAS IT MAY BE DIFFICULT TO GET THE GOC TO TAKE ACTION, BUT IT, NEVERTHELESS, WILL BE USEFUL OVER THE LONG TERM FOR US TO PUT IT ON NOTICE THAT WE ARE CONCERNED ABOUT THEIR MANIPULATION OF COMMERCIAL PRACTICES IN THE NAME OF CULTURE.
ENDERS

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